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All



Newest First



Due Feb 13

10 points

26 Replies (11)



PROJECT Self-brand milestone: sketches

[Project Self-Branding Package](#) | [Logo Sketches, 50 thumbnails or more](#)

Post Due: 2/13

[PROJECT Self-Branding Package \(Instructions\) \(https://wvm.instructure.com/courses/63059/pages/project-self-branding-package-instructions?wrap=1\)](https://wvm.instructure.com/courses/63059/pages/project-self-branding-package-instructions?wrap=1)

This assignment will use a pencil and a sketchbook (or grid paper or plain white paper; please no notebook paper.) A sketchbook keeps a record of your progress. A loose piece of paper is likely to get lost over time. It's a good habit to put your thoughts in a sketchbook starting now.

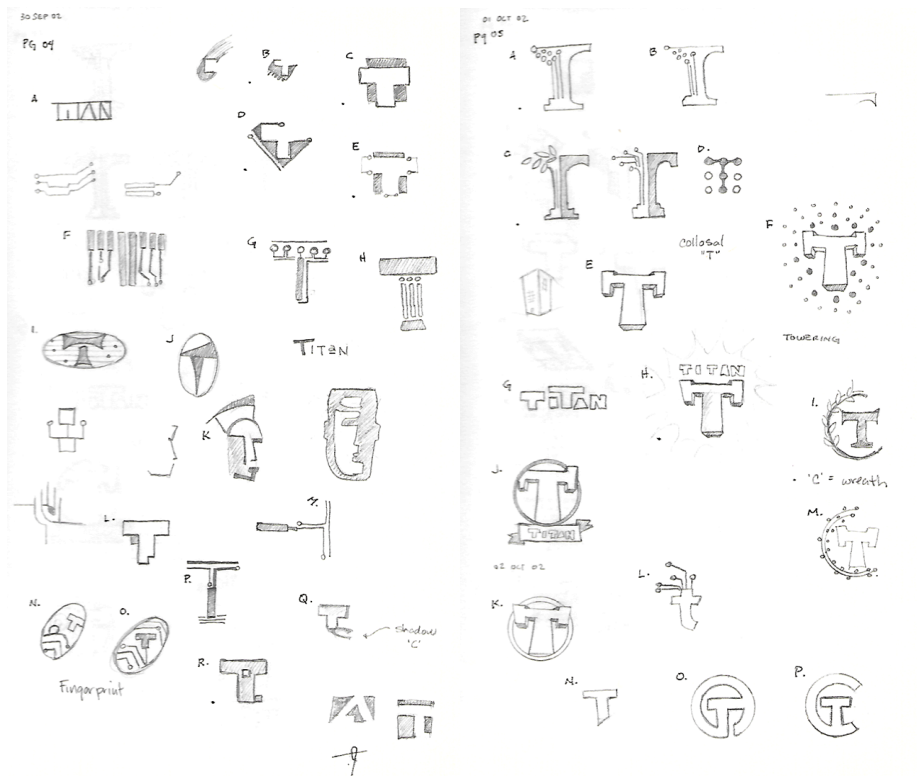
Process

1. Sketch 50 thumbnails (minimum) in pencil.

Why? Pencil is faster. You can jump from one to the next and keep pushing your creative brain. Honestly, I want you to sketch as far past fifty as it takes you to get to that one successful direction. (or three)

3. Take a well-lit (natural light) photo with your phone (or scan).

Non-blurry. Cropped with no tabletop. Good contrast pencil to paper is preferred. Letter or number the ones that are worthy—notice below not all “marks” have letters. Below are 2 of 9 pages of my own from a logo for Titan circuit boards (previous client).



Discussion Post Instructions

In addition to your original post, you are *encouraged* to respond and engage in a discussion with other classmates. Find a classmate that has not yet received two replies to their post. If they have two already, move on and find another.

1. Letter/number each sketch for reference
2. Post all of your PROJECT 1 sketches, up to 850px longest side.
3. In one or two sentences, *what do you want us to know?*
4. **Identify the three best** in the set and explain why these three sketches are more successful in 'hitting the mark'.

Feedback

You don't need to incorporate *all* the feedback you receive—it is up to you ultimately to decide. However, remember that as designers we have reasons for ALL of our design decisions. They are never arbitrary, or because we "like it". More appropriately, we need to ask ourselves: DOES IT WORK? Did this solution solve the problem at hand?

Reply



Danna Rengifo Cabezas (<https://wvm.instructure.com/courses/63059/users/124175>)

Feb 21 8:13pm





I want my logos to represent my future dream career goals, working in sports and excelling. When sketching, I had a different idea than what it came out to be, and to me, a star has always meant success. Incorporating the star makes me feel like it means success, and I want it to represent how I can level up a brand and why I am a great marketing specialist.

The three best to me are 12, 18, and 24. The lines on the stars are meant to look like those on a basketball. 12 seems like a badge, which I was recommended to try because I am going for a sports theme. 18 to me seems very clean, and it hits the mark because it is a solid logo where I can use the lines for a geometrical design on my business card. 24 hits the mark the same way as 18 because it is spotless, but it is the simplest and the one I would gravitate towards less. However, it is simple and easy to make geometrical patterns out of. I would go for 12 or 18, however.

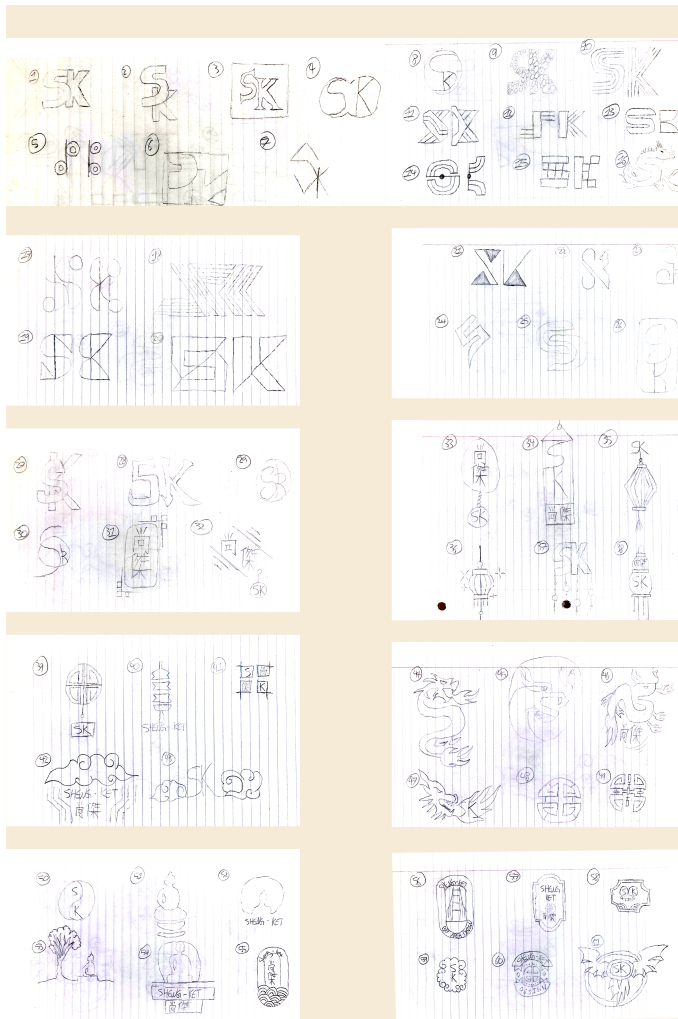
Reply |  | 



Benjamin Weberg (<https://wvm.instructure.com/courses/63059/users/61728>)

Feb 18 12:27am

⋮



When sketching potential logos for personal representation, I decided to incorporate both my cultural background and love for modern design as structural elements for many of the logos. I grew up as a westerner with Chinese background, so I incorporated those styles while I was sketching. Some are devoid from Asian influence that take on simple type and shape design to spell out my middle name (S.K. or Sheng-Ket) while others implement cultural objects, symbols or designs I grew up around.

I see numbers 16, 57 and 61 best representing me for their unique characteristics depicting parts of my background while also relaying a part of my identity to the viewer.

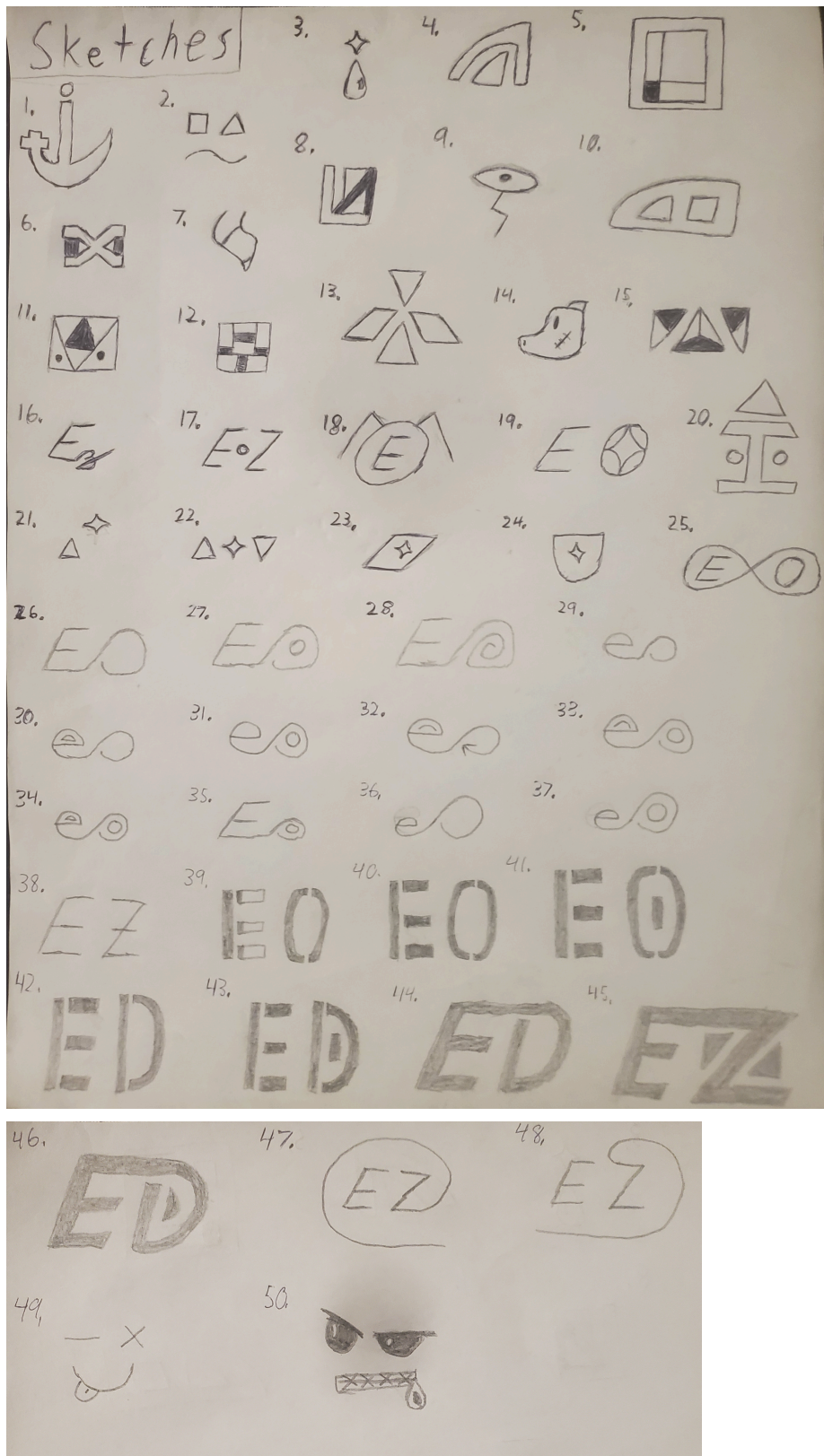
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Edwin Ortiz Escobedo (<https://wvm.instructure.com/courses/63059/users/65399>)

Feb 17 9:38pm





I chose #22, #33, and #44 as my top three. I made some of these sketches inspired by my board from the previous assignment. I like how 22 looks when you turn it upside down, it still looks the same. Also, it looks like an anime cat's face, but maybe that is just me. For #33, it incorporates my initials in lowercase but still connected together to show unity. I like how it represents the letter e smiling, and one could argue the design could look like a snail or turtle. The last one, #44, gets the job done for a simple design in terms of unifying the letters together (E and D). These all work because they are "simple" and can be scaled to preference without worrying about details.

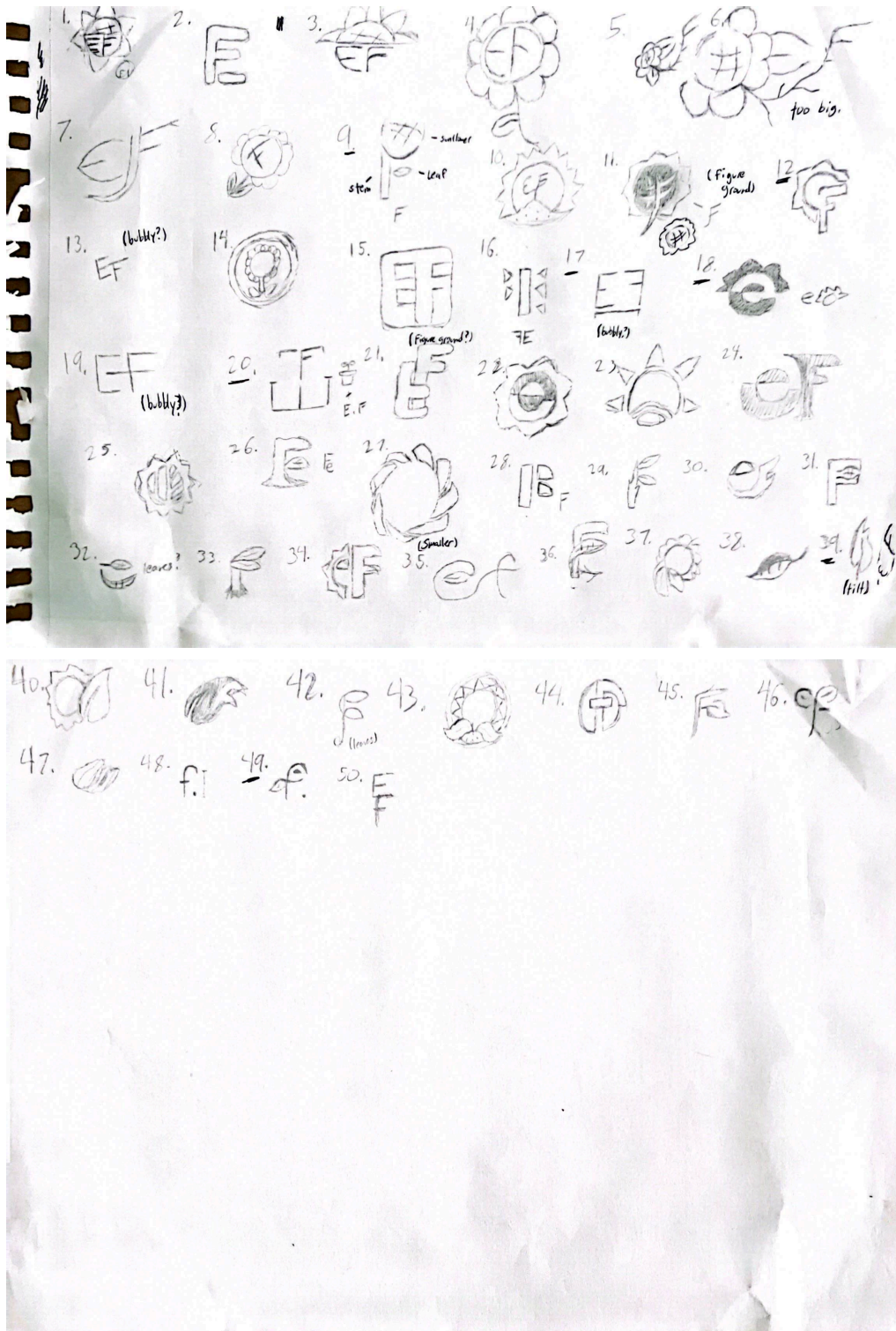
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Eiren Futch (<https://wvm.instructure.com/courses/63059/users/142169>)

Feb 17 6:32pm





I want my logos to represent how I am through objects, colors, and layouts. Most of my sketches led to things like plants and sunsets to give off the same cozy feeling while still keeping the principles in mind to format clean ideas. of how I would want to express myself.

My favorite 3 sketches is 12, 49, and 45. These 3 all show a simple design, I want to aim for something minimal while still remaining clean and natural which is what I want to mainly aim for. I think these also hit the mark better because all 3 do a similar job at representing me, I am in huge favor of making things generally more smooth and symmetrical.

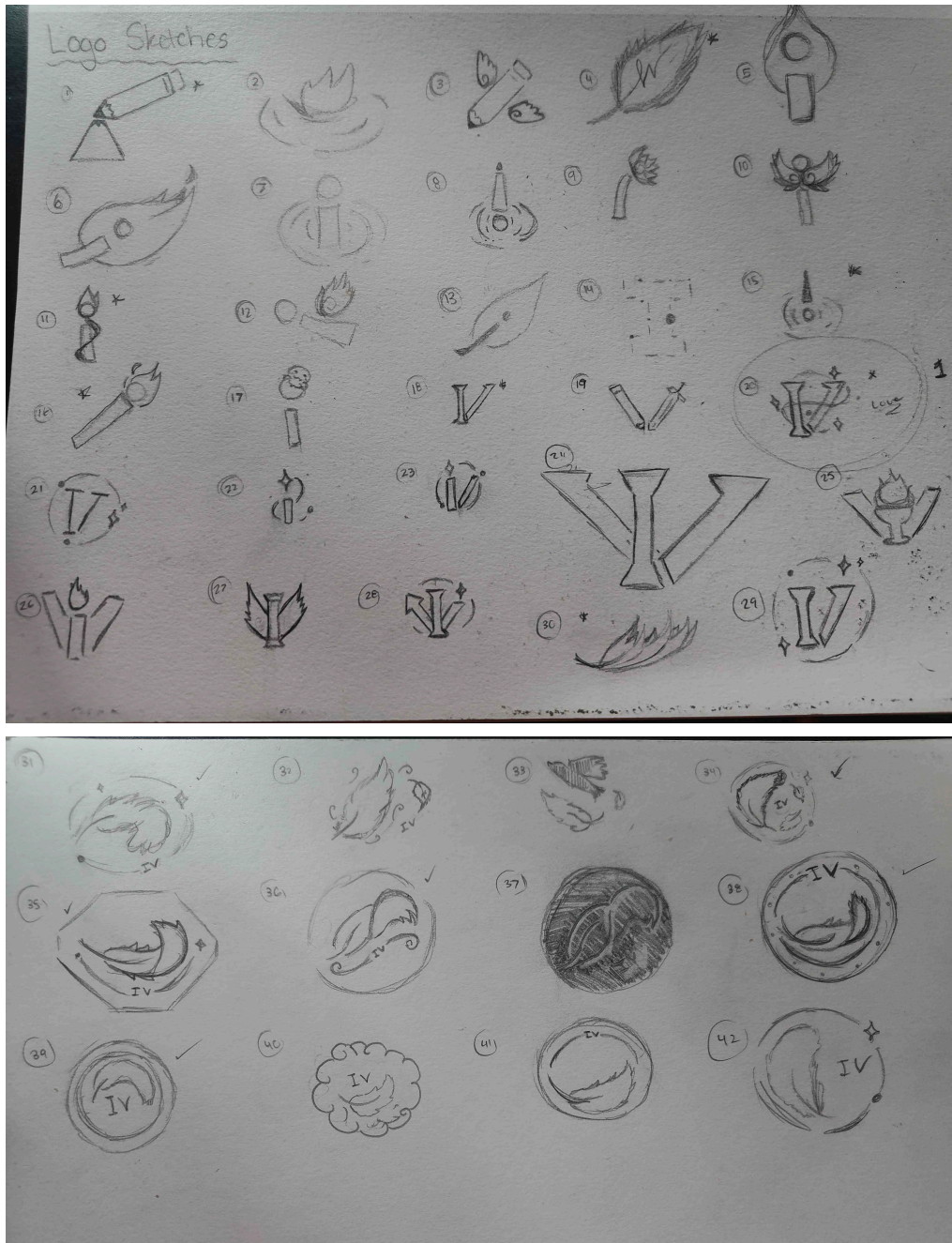
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Isaac Villegas (He/Him) (<https://wvm.instructure.com/courses/63059/users/103605>)

Feb 16 11:35am | Last reply Feb 17 6:41pm





The sketches I did were based off of my inspiration board and personality. I chose to go with a feather as my symbol instead of using my first or last initials of my name. In the beginning I did initials and other inspiration board representation, but it did not really work out in my favor, so I went with my last few sketches of having the feather as my symbol, but also include my initials to just label it as me.

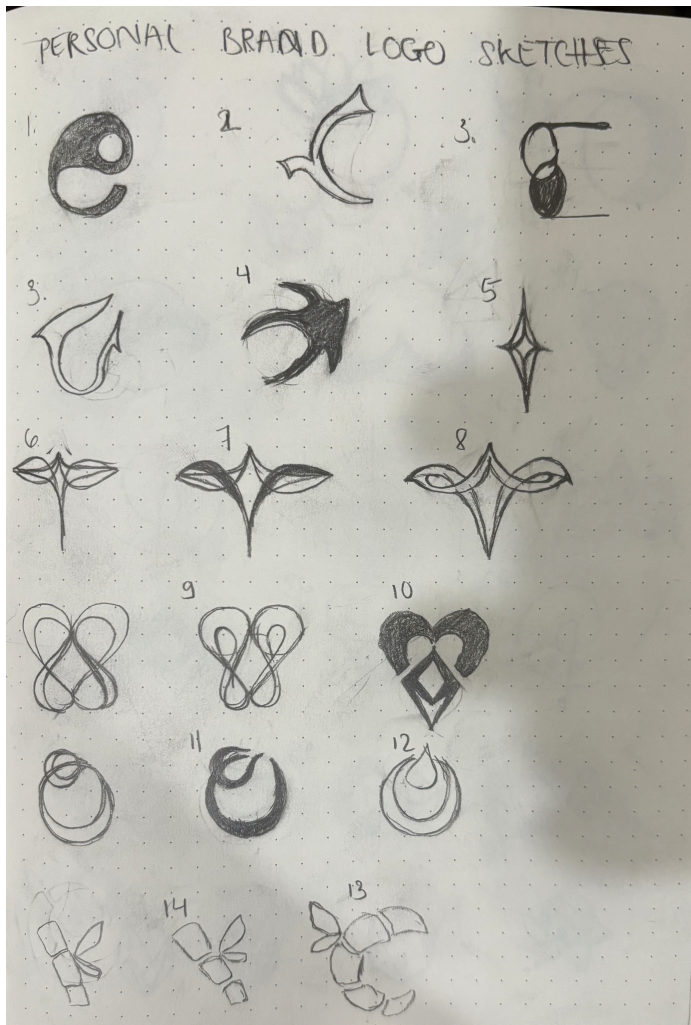
The sketches that I leaned towards the most is sketches 31, 34, and 35. I actually love having the shape around the feather, it helped created different movements that I could do with the feather. The implementation of the stars and circles are to represent my inspiration for fantasy and cute things. I feel that these three have hit the mark for me since it represents more of me.

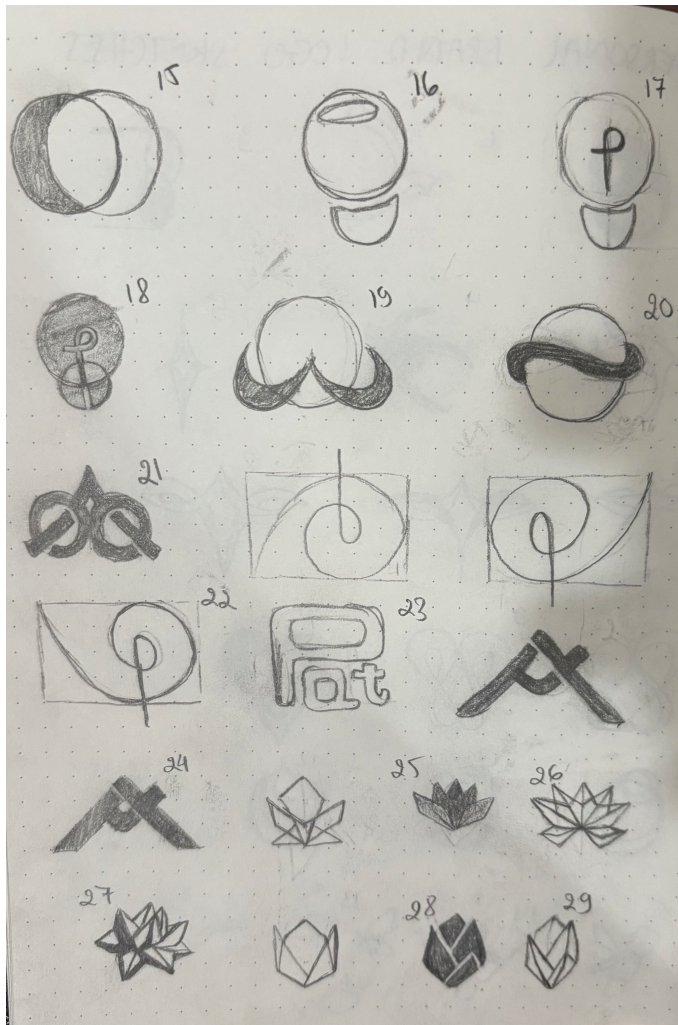
[Reply](#) | [👍](#) | [✉️](#)

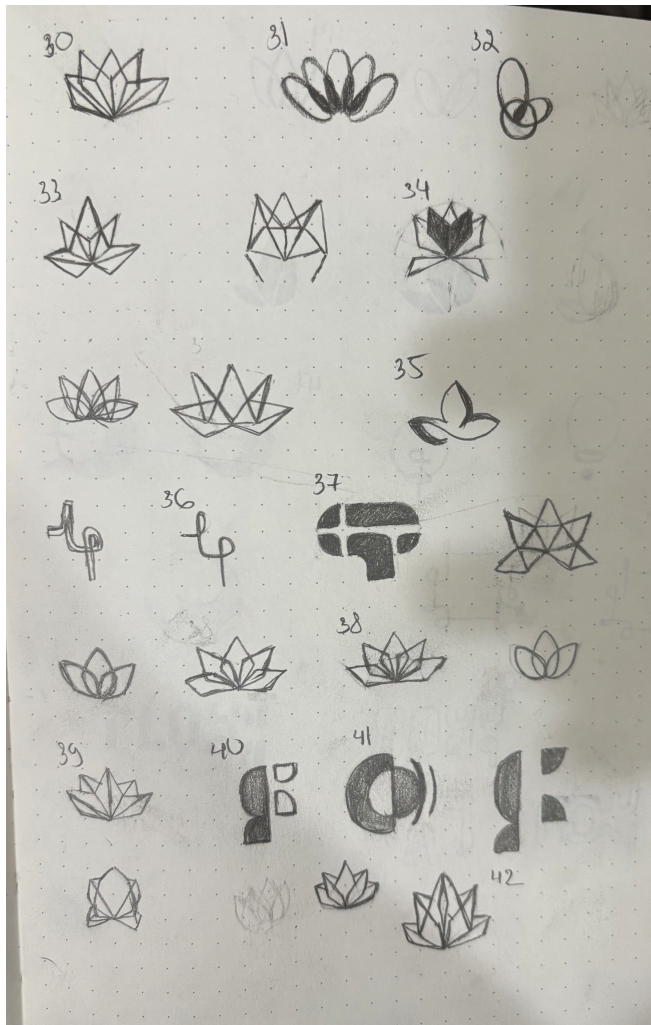
> 1 Reply (1)

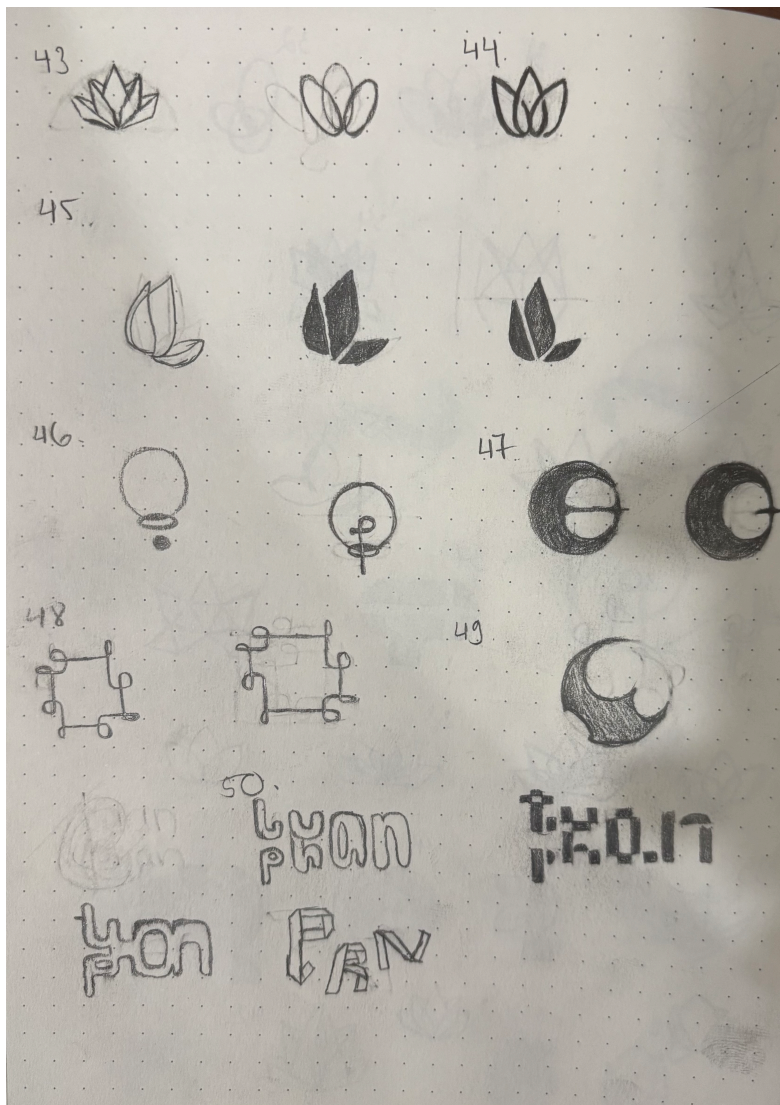
Tuan Anh Phan (<https://wvm.instructure.com/courses/63059/users/163860>)

Feb 14 9:46pm | Edited by —**Ms. Flores** (<https://wvm.instructure.com/courses/63059/users/36495>) Feb 15 4:47pm | Last reply Feb 17 6:53pm









All the sketches were created based on my personality traits and were translated to symbols, shapes, and lines. Some symbols were repeated, mostly circle, lotus, arrows, and light bulb. I tried styles like simple shapes, typography, negative space, and icons.

The top three sketches are 22, 43, and 45. The 22 is a combination of the golden ratio (spiral symbol) and the letter "p" in my last name. I researched the golden ratio as one of the symbols of intelligent beauty. The 43 and 45 were inspired by lotus flowers. First, I love lotus flowers; second, it cooperates with a lot of meaning: resilience, beauty of intelligence, dignity, and balance, and it has a strong connection with Vietnamese culture.

[Reply](#) | [1](#) | [✉](#)

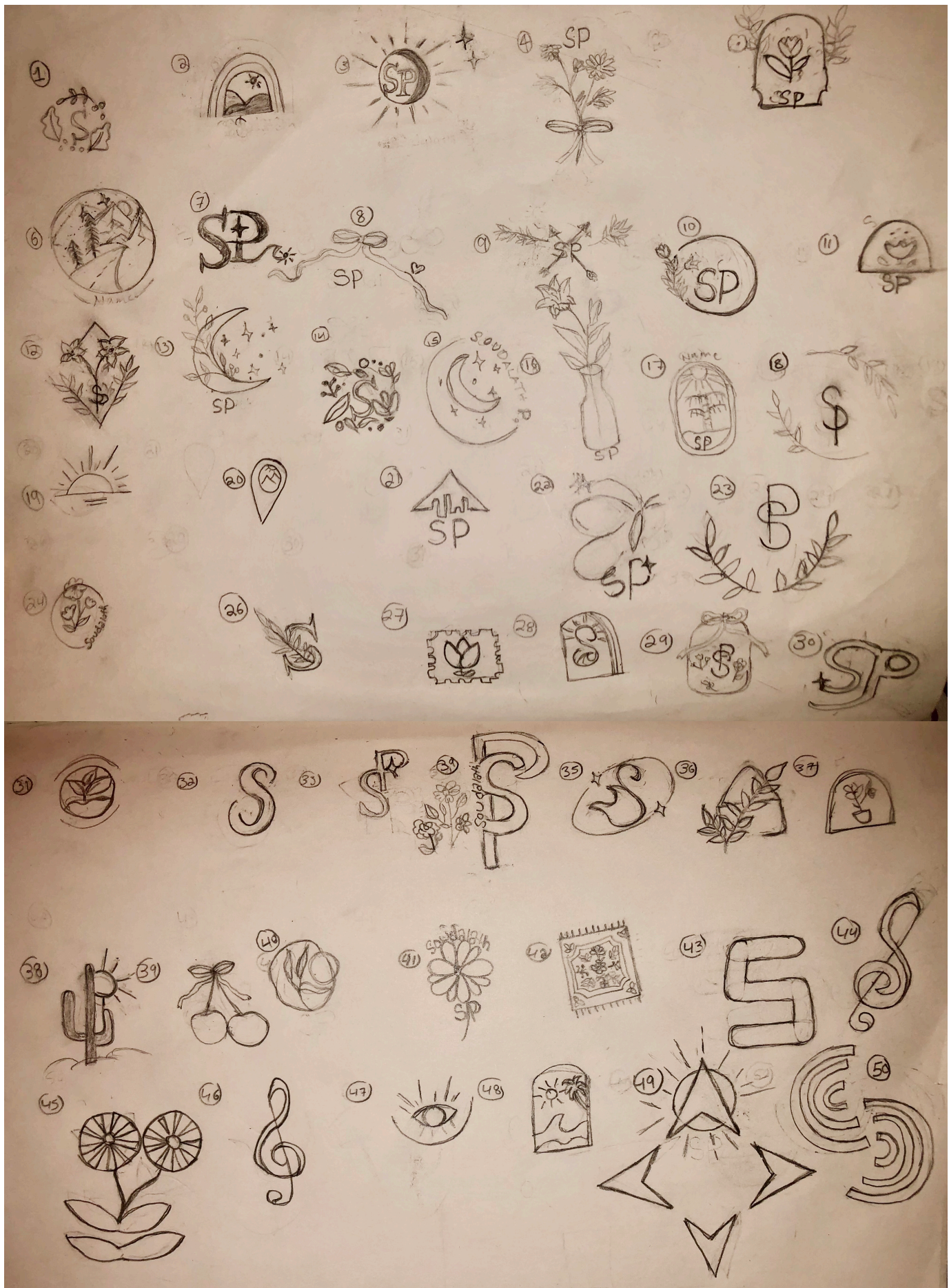
> [1 Reply \(1\)](#)



Soudalath Phoutthavong (<https://wvm.instructure.com/courses/63059/users/137963>)

Feb 14 8:34pm | Last edited Feb 14 8:35pm





Hi, everyone. I am so happy to share my self-logo sketch with you all. My concept embraces soft, feminine, and beautiful aesthetic vibes. I have incorporated the floral and a lot of star element concepts into my design. It looks very nice to add to my name, initial. I focused on capturing a gentle and elegant feeling through

these visual representations.

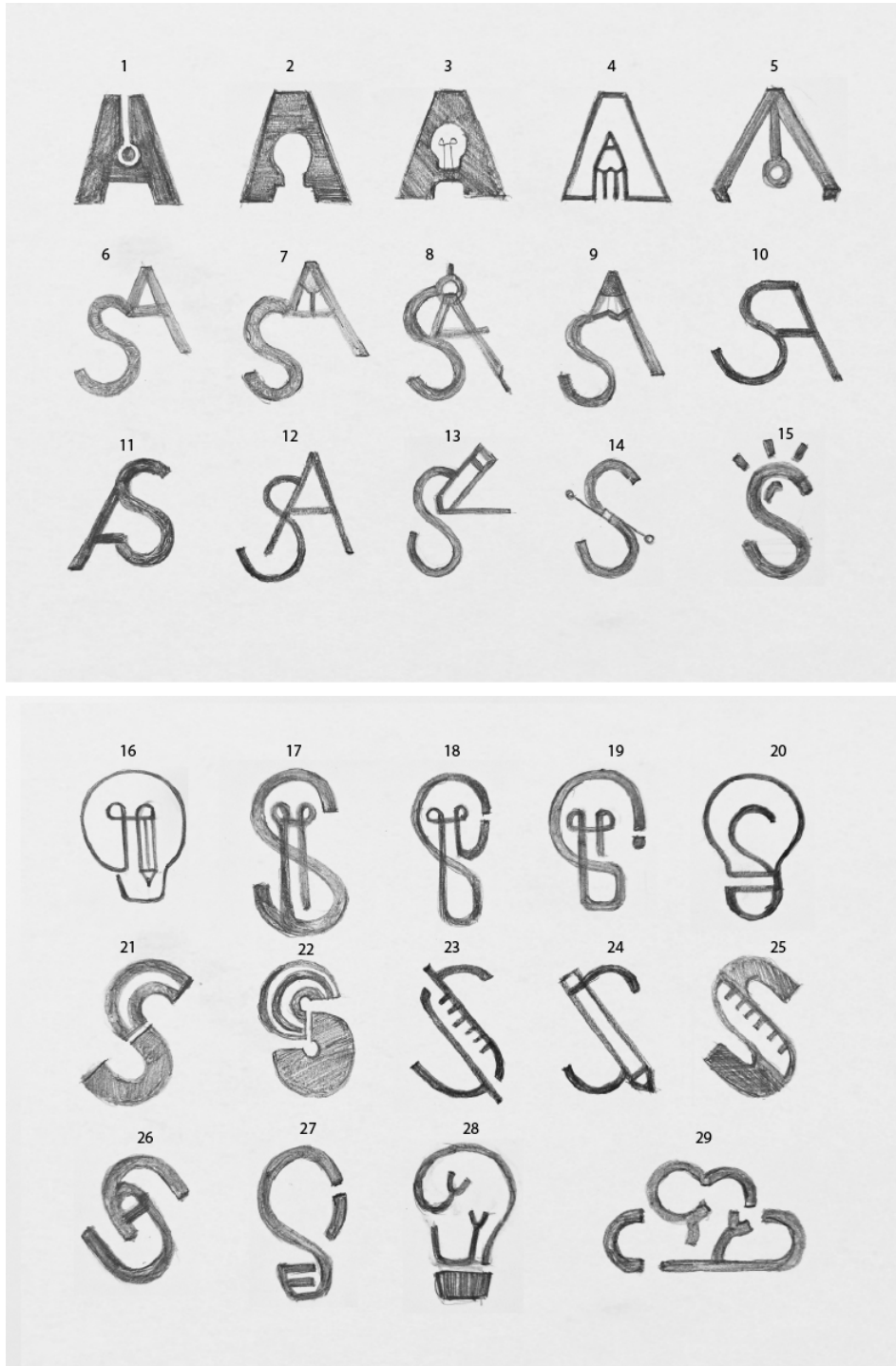
I look forward to hearing from your guy and feedback on the name's initial sketches. I am open to suggestions as I further refine the logo to reflect my logo brand perfectly. I want to create a design that is both creative and aesthetically pleasing with a modern and neutral style. I aim to offer a visual experience that is neat, clean, and comfortable, emphasizing simplicity and smooth textures. From my selection, I am considering options #7, #23 and #33. I am also interested in #29 and #13, as they capture the essence of simplicity I aim for. Ensuring readability is a crucial factor in my final decision. Therefore, I want to prioritize design that is visually appealing and easily legible.

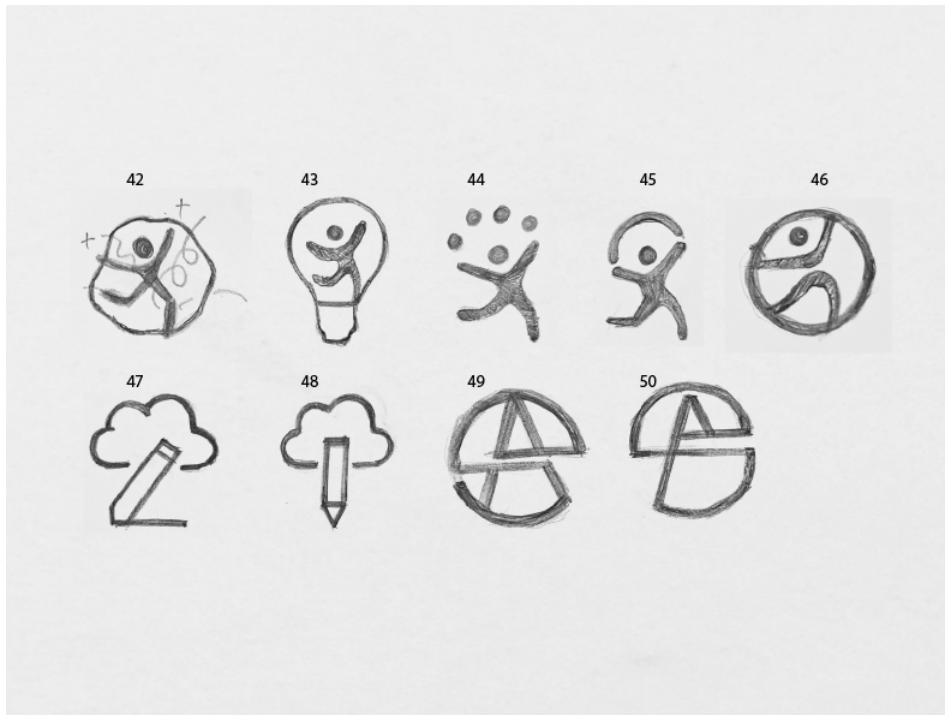
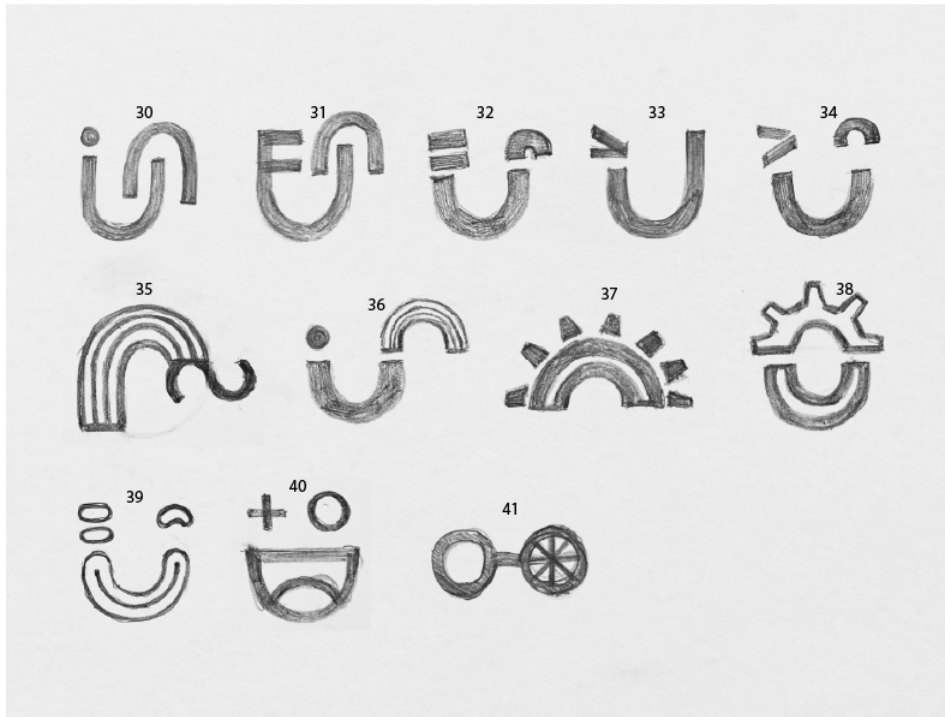
Reply |  1 | 



Sun Ahn (<https://wvm.instructure.com/courses/63059/users/174059>)

Feb 14 12am | Last reply Feb 14 12:41am





I started by combining the initials of my name, S and A, to create a shape. The next step was to combine design tools, such as pen tips and rulers, with the initials. Then, in the next step, I combined shapes such as light bulbs and brains, which represent design thinking and creativity, with the S. Finally, to express my colorful and playful identity, I sketched a logo using rainbows, smiling faces, and happy people.

I want to express a creative and playful mood with minimal fonts and colorful colors. So I plan to develop designs 12, 20, and 24 a little more.

[Reply](#) | [1](#) | [✉](#)

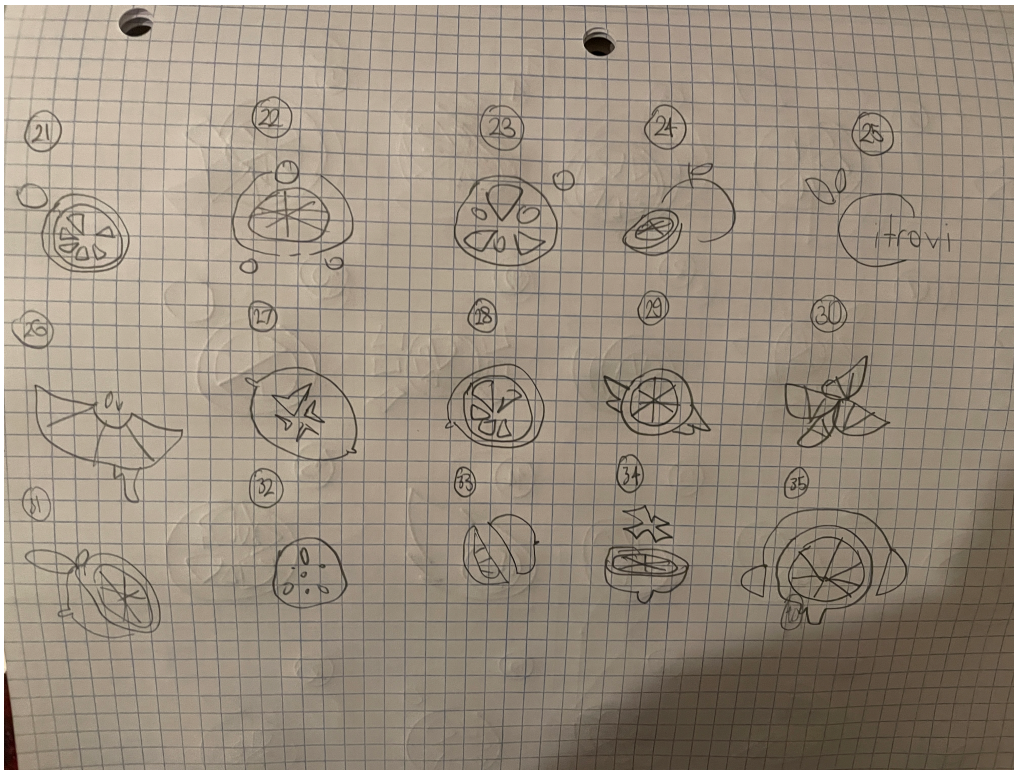
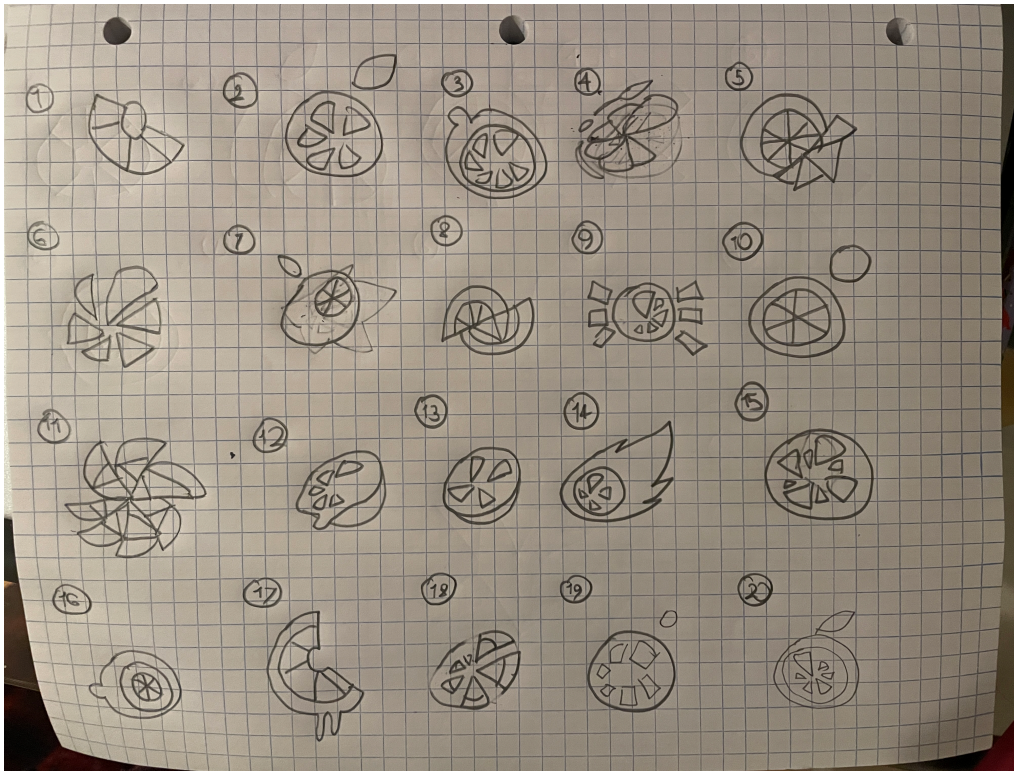
[2 Replies \(2\)](#)



Eric Cam (<https://wvm.instructure.com/courses/63059/users/128847>)

Feb 13 11:14pm | Edited by **Ms. Flores** (<https://wvm.instructure.com/courses/63059/users/36495>) Feb 15 4:40pm | Last reply Feb 15 4:56pm





I wanted to design a logo for a character design brand I wanted to come up with a interesting name that fits for the brand for mine so I go with something based off a codename from a handheld console that happens to be the successor to the Nintendo DS which happens to be the Nintendo 3DS in which it is heavily inspired by the console's codename which is known as "Citrus". I designed at least 35 designs when sketching them and there are huge amount of icons to choose.

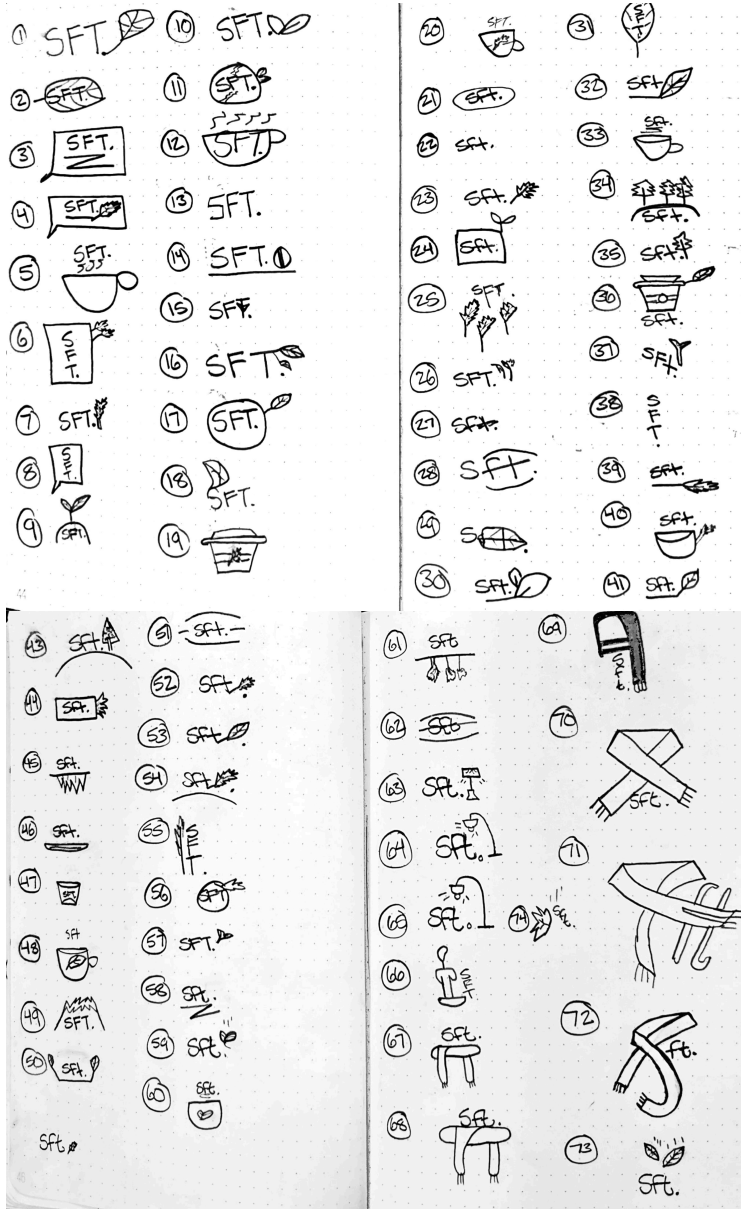
I think #21 seems to be the best out of the 35 sketches as I think it seems moe unique due to the fact that it's missing a few slices as well for it's simple design, I wanted to keep it something quite unique for this icon while having it's simple design to it.

Reply | 1 |

> 1 Reply (1)

Marlon Sagabaen (<https://wvm.instructure.com/courses/63059/users/140940>)

Feb 13 8:54pm | Last edited Feb 13 8:55pm | Last reply Feb 15 4:40pm



I thought of using the letters "SFT." representing "soft." So, I used the main elements that represented being soft, warm, and cozy, like nature, coffee, candles, and a scarf.

The three best sketches would be #30, #51, and #72.

I feel like #30 is very simple and minimalistic, showcasing a leaf representing the greenery/nature I have in mind. For #51, it may not look like it from my drawing skills, but I have in mind the SFT. Being in between the two lines, you can see, which is a coffee bean representing the fresh smell of coffee. And as for #72, the "S" in "SFT." is seen as a scarf. I tried to be creative with how the scarf would wrap around like an S, as it represents warmth.

Reply | 1 |

> 3 Replies (3)



Fermin Velazquez Bustamante (<https://wvm.instructure.com/courses/63059/users/137441>)

Feb 13 8:14pm | Edited by —Ms. Flores (<https://wvm.instructure.com/courses/63059/users/36495>) Feb 15 4:51pm | Last reply Feb 15 4:35pm

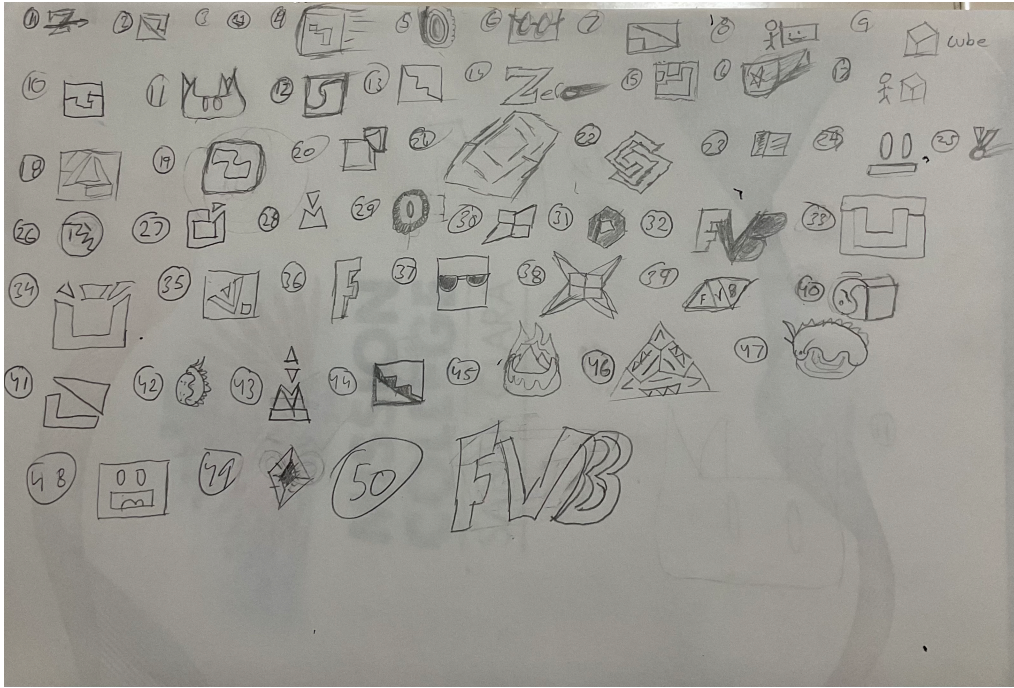
Hello there

here are my 50 sketches I try to go for shapes and some characters to add, to help me have an idea of what I want to make. I feel like the best one I have made were 11, 27, and 31. Sure all of the sketches look different but it's was better for me, as I can create different themes to find one I would go for. And by doing so. It help me a lot.

11 i got it during class and I felt like I should sketch it. I feel like the colors I have plan for it, may turn out to be great

27 I imagine as the shape breaking apart but it later forms to one shape

31 I pick this one, as I feel like I can do more on digital, I may play around with it on colors.

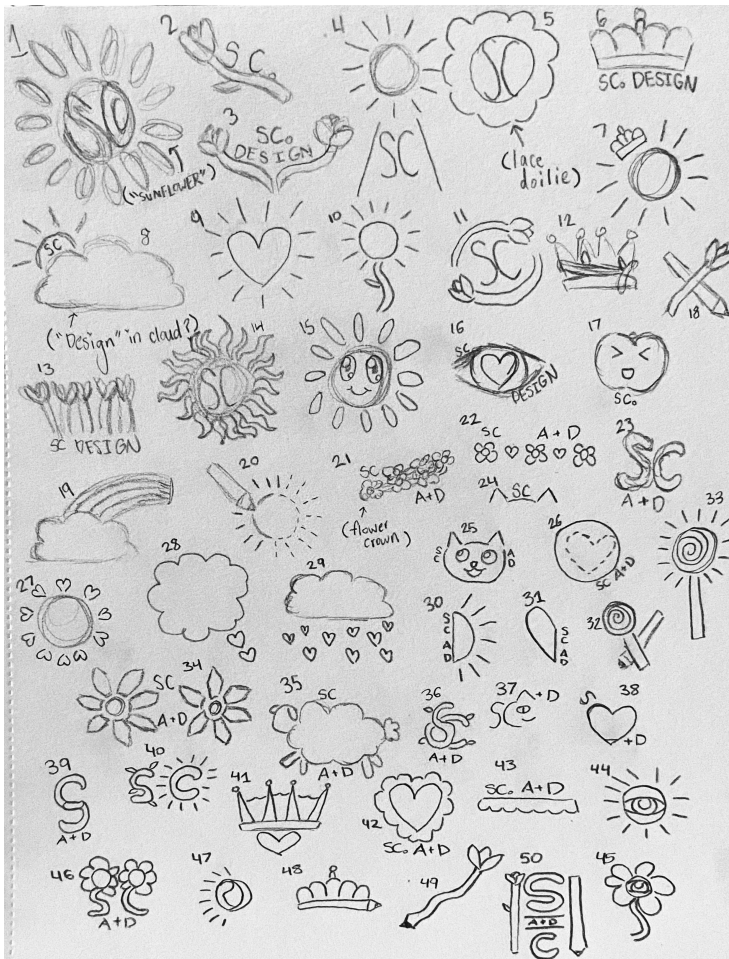


Reply | 1 | ✉

> 2 Replies (2)

Spencer Canio (<https://wvm.instructure.com/courses/63059/users/151204>)

Feb 13 1:34pm | Last reply Feb 15 4:31pm



I went for a soft and cute theme, incorporating various elements and motifs that I resonate with, mostly flowers and the sun. Many of the designs with text could do without it and vice versa.

I believe 1, 5, and possibly 37 work best. 1 and 5 are quite similar in that they're simplistic, look like flowers (more naturally than some of the other designs) despite not really being flowers, and can naturally incorporate initials if that's the direction I want to go. 37 is also fairly simple and cleverly incorporates letters; I might remove the eye and mouth, but then again, I'm not sure how recognizable the shape would be.

Reply | 1 |

> **3 Replies (1)**

Renee Fluor Apelo (<https://wvm.instructure.com/courses/63059/users/91741>)

Feb 12 9:05pm | Edited by —Ms. Flores (<https://wvm.instructure.com/courses/63059/users/36495>) Feb 15 4:21pm

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RFART419 - future official Logo #1 (2025) - GDS-085 Concept Art

